



SAN JUAN COUNTY TOURISM PROFILE

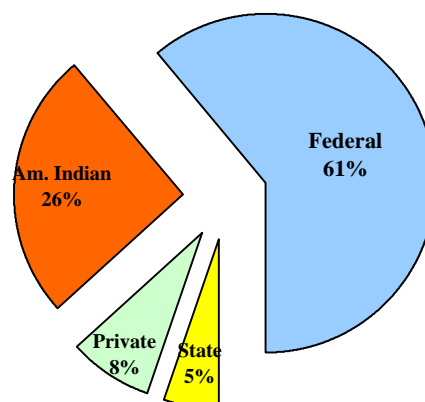
County Indicator	1996	1997	1998	1999	2000	2001(p)	% Change 2000-2001	State Ranking
DEMOGRAPHIC								
Population	14,008	14,392	14,779	14,573	14,360	14,063	-2.1%	17
Total Non-Ag Employment	4,222	4,106	4,234	4,333	4,035	3,833	-5.0%	18
Non-Ag Avg Monthly Wage	\$1,520	\$1,572	\$1,724	\$1,787	\$1,819	\$1,856	2.0%	18
Per Capita Income	\$11,306	\$12,150	\$12,416	\$12,673	\$12,606	\$12,821	1.7%	29
Unemployment Rate	9.7%	8.4%	8.2%	7.9%	9.2%	9.1%	-0.1%	27
SPENDING & EMPLOYMENT								
Spending by Travelers (Millions)	\$43.4	\$43.9	\$44.8	\$45.7	\$43.1	\$37.4	-13.2%	15
Travel & Tourism Related Employment	800	807	829	857	816	744	-8.8%	15
TOURISM TAX REVENUES (000s)								
Local Tax Revenues from Traveler Spending	\$902	\$914	\$931	\$951	\$897	\$778	-13.3%	15
Gross Taxable Room Rents	\$8,065	\$8,148	\$8,455	\$8,637	\$8,243	\$7,700	-6.6%	11
Transient Room Tax	\$241.9	\$244.4	\$253.7	\$259.1	\$247.3	\$231.0	-6.6%	11
Restaurant Tax	--	--	--	--	--	--	--	--
Car Rental Tax	--	--	--	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$84.0	\$79.4	\$102.4	\$96.1	\$89.3	\$87.3	-2.2%	21
REGIONAL VISITATION COUNTS								
SR 666 UT/CO Traffic Count	711,750	757,375	777,450	813,950	771,975	773,800	0.2%	
SR 163 UT/AZ Traffic Count	636,925	662,475	680,725	707,735	700,800	708,100	1.0%	
SR 262 UT/CO Traffic Count	397,850	518,300	532,900	552,975	547,500	552,975	1.0%	
SR 191 UT/AZ Traffic Count	357,700	383,250	402,230	427,780	412,450	400,040	-3.0%	
Glen Canyon N.R.A.	2,504,986	2,430,781	2,442,990	2,639,860	2,568,111	2,340,031	-8.9%	
Canyonlands N.P.	447,527	432,697	436,524	446,160	401,558	368,592	-8.2%	
Monument Valley Navajo Tribal Park	409,136	387,394	376,767	380,322	358,573		-100.0%	
Rainbow Bridge N.M.	325,562	197,791	195,916	234,550	197,614	189,750	-4.0%	
Dead Horse Point S.P.	202,452	185,122	170,010	207,367	173,680	156,627	-9.8%	
Natural Bridges N.M.	136,368	141,573	126,360	129,173	112,573	97,171	-13.7%	
Hovenweep N.M.	27,526	24,465	23,699	47,593	43,325	37,421	-13.6%	
Goosenecks S.P.	45,356	5,665	5,736	11,070	33,007	33,265	0.8%	
Edge of the Cedars S.P.	25,948	22,868	19,808	23,789	22,438	16,459	-26.6%	

Land Ownership - 1999		
	No. of Acres	% Total
Total Acres in County	5,005,561	100.0%
Federal Government	3,054,127	61.0%
BLM	2,076,670	41.5%
US Forest Service	403,623	8.1%
National Recreation Areas	262,260	5.2%
National Parks	265,427	5.3%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	46,146	0.9%
Other*	--	--
State Government	263,650	5.3%
Utah State Parks & Recreation	1,067	0.0%
Utah State Wildlife Reserves	--	--
State Trust Lands	262,582	5.2%
American Indian	1,275,007	25.5%
Private**	412,778	8.2%

*Includes Military and Bankhead Jones land

**May include some local government land

Land Ownership - 1999



San Juan County Tourism Profile

